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ABSTRACT

This special report discusses journalism in Germany, focusing especially on the training of journalists. The report is presented under the following headings: In retrospect (a brief description of journalism in the former East Germany); The media range in the Federal Republic of Germany; Journalist--a dream profession?; Freedom of the press and the Basic Law (Constitution); Practical training for journalists; Schools of journalism; Information sources for journalists; Further training institutions; Training centers for junior film and TV staff; Training and further training centers for foreigners in the Federal Republic of Germany and abroad; The legal and social status of journalists; Labor market situation; The journalist's image--opinion-maker or enlightener?; The professional ethos of journalists; and Publicistics principles of the German Press Council (Press Code). Four tables are included which give data on: journalism courses of study at higher institutions; continuation courses; journalism as a subsidiary subject; and publicistics and communication science. (SR)

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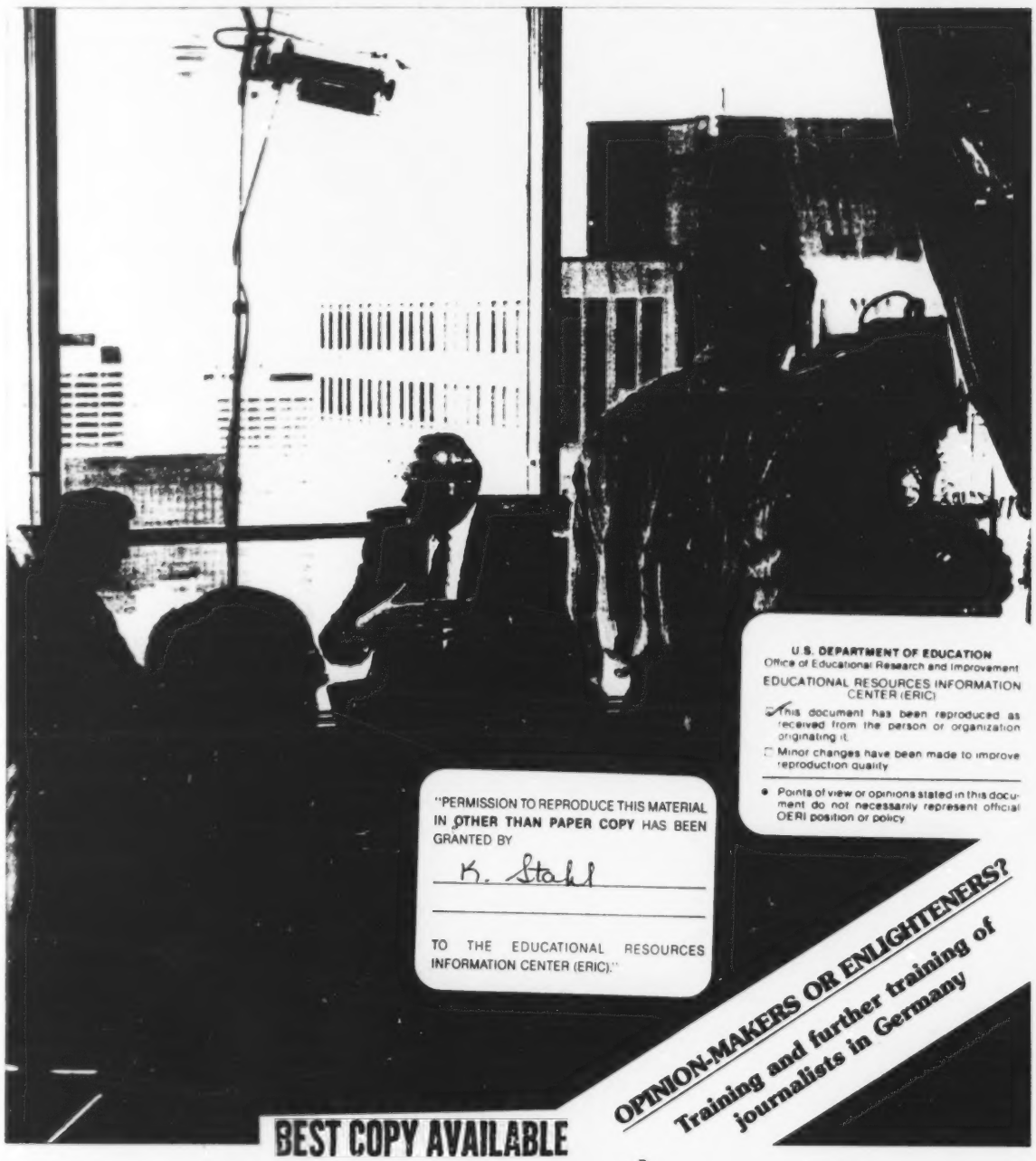

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OPINION-MAKERS OR ENLIGHTENERS?
Training and further training of journalists in Germany

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OPINION-MAKERS OR ENLIGHTENERS?

Training and further training of journalists in Germany

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Opinion-makers or enlighteners?

In retrospect

Since German reunification on 3 October 1990, the freedom of press, radio and information, which is enshrined in the *Grundgesetz* (Basic Law) is valid for the whole of Germany. This is a completely new situation for over 16 million Germans in the eastern part of the country – a situation which they had to get used to during the period of radical change from October/November 1989 to the demise of their state a brief year later. As in former revolutions, freedom of the press was the chief demand during the mass autumn demonstrations in the ex-GDR in which the five new *Länder* (constituent states) of the Federal Republic of Germany have now been created: Brandenburg, Mecklenburg-West Pomerania, Saxony, Saxony-Anhalt and Thuringia. The east German population living between the Baltic in the north and the Erzgebirge (Ore Mountains) in the south knew that they would only learn from the media what the ruling German Socialist Unity Party (SED) felt they should know. Now, in the autumn of 1989, the people wanted the media to inform them in the same way as west German television: openly, critically and diversely. For decades, they had experienced the opposite and had only been able to keep themselves in the picture by deserting to the "class enemy", as the SED called it, and tuning in each evening to west German radio and television – which was even forbidden for a while.

In terms of figures and circulation, most newspapers belonged to the SED and a few to the "Bloc Parties". A profuse system of directives ensured that both the topic and presentation of reports suited the SED which ruled all classes of society. How this functioned in detail is described by Günter Schablowski, a member of the politburo, in his book *Der Absturz* (The Crash) in 1991:

"Every Thursday, following the Politburo meeting and Central Committee secretariat discussions, the chief editors of the SED and mass organization newspapers, as well as the head of the government press-office in the agitation department, met for a political soaking. Here, instructions as to the wording to be used for the propagation of party decisions, for reports and commentaries on current domestic and foreign affairs were issued. On the same day, straight after the 'party' line reception at the Central Committee, the head of the press-office summoned the chief editors of the bloc newspapers and issued them no less authoritatively with the directives which, through him, had become government recommendations. The editorial offices of the district newspapers were informed of the agitation-decrees via teleprinter."

The form these instructions took could be read in the Rostock *Ostsee-Zeitung* after the turnaround. Here are two from 1984:

> *"We ask you not to deal with 17 June 1953 in publications".*
>
> *"Tomorrow morning (Thursday), the two-millionth apartment is to be handed over in the presence of the general secretary. We ask you to give this good front-page coverage. "*

On the other hand, topics were also forbidden. In May 1990, Dieter Langguth, former chief editor of the *FDJ* (Free German Youth) publication *Junge Welt*, told the west German magazine *stern* about some of these instructions:

> *"Do not photograph the protocol fruit on the tables (otherwise the population will be envious)."*
>
> *"Nothing about sausage-stands (the population is eating enough meat already)."*
>
> *"Nothing about home-made flying contraptions (otherwise people will be doing a bunk)."*

Apart from a few exceptions, radio and television were also subject to strict directives and supervision. This applied in particular measure to the main newscast *Aktuelle Kamera* for which the transmission pattern suggested by the editorial conferences required the express approval of the Central Committee Secretary for Agitation and Propaganda. Sometimes SED boss Erich Honecker even rewrote television commentaries himself.

Whether they did it in a reluctant or persuaded manner, one thing is certain: most journalists in the ex-GDR wrote and broadcast fully in line with SED doctrine. Two out of three persons working in the media began their career with a course of studies at the Faculty of Journalistics (renamed "section" in 1969), Karl Marx University, Leipzig. As a general rule, this *Kaderschmiede* (cadre training shop), as known as *"Rotes Kloster"* (Red Monastery) only accepted those who had distinguished themselves through "social activities" to

the SED's way of thinking in school. In Leipzig, knowledge of Marxism-Leninism counted more than specialist qualification. The aim of the training was to prepare party-line journalists for their profession. Following the turnaround, GDR journalists apologized – individually and collectively – to the population for their behaviour. Quite a few had to abandon their profession because they had been *STASI* (security police) informers or collaborators. Others were granted the right of political fallacy. Even so, for journalists in eastern Germany, on account of their activity in GDR days, the subject of credibility still features on the agenda.

The media range in the Federal Republic of Germany

The citizens of the Federal Republic of Germany have the opportunity to obtain their information from many media. West Germans have been familiar with this for decades. More than 400 publishers produce 1, 700 newspapers daily with a circulation of some 27 million. Although these newspapers differ for the most part in the local-news section, the diversity of what is offered alone is shown by the fact that there are 158 "publicist units", i.e. editorial offices, which produce the general political section of their newspaper themselves. In other words, anyone wanting to know exactly what the German press is writing on a specific political issue, must read 158 newspapers. Street sales account for a good quarter of distribution, the largest of which is the Bild-Zeitung published by Axel Springer.

The range of magazines is just as diverse. It extends from political weeklies, such as the news magazines Der Spiegel and Die Zeit, denominational periodicals, leisure publications, trade journals, customer and association magazines to official publications and free-of-charge advertizing material. It these are all added up, a total of more than 6,000 titles with an overall circulation of 250 million copies is reached. True, some of the publications have a print-run of no more than a few hundred. The circulation giants are to be found chiefly in the programme press.

The magazine market (over 500 titles with a circulation of 100 million) is dominated by four publishing houses: the Axel Springer Verlag (Hamburg), the Heinrich Bauer Verlag (Hamburg), the Verlag Gruner + Jahr (Hamburg) and Burda-Verlag (Munich). These four also publish daily newspapers, have involved themselves in private radio stations and committed themselves in private television. The majority shareholder in Gruner + Jahr is the Gütersloh-based Bertelsmann AG, the largest media-group in Europe with an annual turnover of Dm 16 billion.

The number of radio and television programmes is growing. The juxtaposition of the broadcasting corporations under public law, which are mainly financed by fees and in part by advertizing, and private companies, financed exclusively by advertizing, has been regulated by a State Broadcasting Agreement. The public corporations are not state institutions. They belong to society as a whole and are consequently controlled by radio and television councils in which the important social groups – such as political parties, the Churches, trade unions, employers' associations and leading communal organizations – are represented. The Land radio stations transmit as the ARD – the Association of Broadcasting Corporations under Public Law in the Federal Republic of Germany – on Channel 1. Contributions are now also being made by two newly founded corporations – the Mitteldeutsche Rundfunk in Leipzig and the Ostdeutsche Rundfunk Brandenburg in Potsdam. The Land broadcasting corporations also transmit Third Programmes individually or jointly. Eins Plus is the ARD's cultural programme. Unlike the federal structure of the ARD, the Zweite Deutsche Fernsehen/ ZDF (Channel 2), located in Mainz, is organized centrally. Together with the SRG (Switzerland) and ORF (Austria), the ZDF transmits the cultural programme 3 Sat. The four private national TV programmes are provided by SAT 1, RTL plus, Tele 5 and Pro 7. The major shareholders are the Springer-Verlag, the Ufa subsidiary of the Bertelsmann AG, the Compagnie Luxembourgeoise de Télévision (CLT), the Italian media-multinational Silvio Berlusconi and Leo Kirch, the Munich film dealer.

The Land broadcasting corporations transmit radio programmes – as many as five – regionally. The interregional stations are Deutschlandfunk, RIAS and DS Kultur which emerged from the ex-GDR's Deutschlandsender. Deutsche Welle is responsible for providing reports on Germany at international level. In addition, many private bodies offer radio programmes at local and regional level.

Unlike most other countries of the world, every citizen in the Federal Republic of Germany has easy access to the mass media. Very many families have subscriptions to newspapers and magazines and can obtain them everywhere without the slightest trouble, either at a kiosk or by post. This, of course, is something new for the 16 million persons living in east Germany. Today, the mass media in Germany reach 90 to 95% of the population. As in many other areas, on closer examination, one can establish considerable differences in the ways the media are used in the old (west) and new (east) Bundesländer.

Whereas adults between the Oder and the Elbe, i.e. in the ex-GDR, watch television for an average of almost three hours, west Germans only do so for some two hours and fifteen minutes. The east Germans are also out front when it comes to listening to the radio and reading the paper. On average, they listen to the radio a quarter of an hour longer (three hours and two minutes) and read the daily paper five minutes longer (33 minutes) than west Germans.

Journalist – a dream profession?

Is there anyone among us who, at some time or other in his younger days, hasn't dreamt of becoming a radio or television correspondent, interviewing and rubbing shoulders with well-known personalities? Are there also not others who have toyed with the idea of becoming a roving reporter, conversing with a famous pop star in New York today, and on the track of a political scandal in another part of the globe tomorrow. These and similar ideas of the dream profession of journalist, however, bear little resemblance to reality. In most cases, journalists perform their work in a sparsely furnished office. Even so, this profession, distorted beyond all recognition by countless cliches, continues to be a source of fascination for young persons.

In the Federal Republic of Germany, journalism is an occupation open to anyone displaying the necessary ability. The professional designation "journalist" is not subject to legal registration. There is also no set path. There are numerous ways for those interested – such as practical training on a newspaper or at a radio station, higher education studies, schools of journalism or occasional freelancing with the "local rag". More than a few present-day chief editors started their career by writing for their school magazine.

The opportunity to move into the journalistic profession as a full-time job. i.e. without special training, still exists. Here is a typical example: it may happen that a German *Gymnasium* (grammar-school) teacher decides one day to change his job and, via his position as theatre critic, becomes editor of the arts section of a newspaper. And it is quite conceivable that a civil servant working in a state economic agency is appointed press spokesman.

In recent years, however, the excessive number of applicants for this profession has made it increasingly necessary to adopt stricter selection measures. There are stiff tests at schools of journalism – which we will go into later – and it is becoming more and more common for practical training *(Volontariat)* on a newspaper or at a broadcasting station to be offered to higher education graduates only.

Newspapers continue to be the largest field of activity for journalists. If we lump the dailies, the Sunday papers and the opinion-making weeklies together, they provide of total of over 15,000 full-time jobs for journalists. Most of them work in the local news department. This stems from the fact that there are almost 1,700 daily papers. Whereas the national and international news frequently comes from a central editorial department, the newspapers differ in their regional sections.

Some 5,000 permanent positions are provided by periodicals. Church publications, popular glossy magazines, scientific journals and consumer information, association magazines and official publications spawn a flood of titles numbering more than 6,000. Although it is a chequered area of activity, one thing must not be overlooked: in the case of smaller trade or specialist journals with a circulation of less than 5,000, one-man editorial offices predominate. The glossy magazines for the general public with a circulation of several millions, on the other hand, frequently employ more than 100 journalists.

Several hundred journalists are employed full-time by news agencies such as the *Deutsche Presse-Agentur* (dpa) and smaller information services. Several thousand perform journalistic duties in the press and information sections of public administration offices, institutions, associations and private firms. Over 4,000 work full-time for the ARD (Association of *Land* Broadcasting Corporations under public law/Channel 1), *Deutsche Welle*, *Deutschlandfunk*, *DS Kultur*, *RIAS* and the *Zweite Deutsche Fernsehen* (*ZDF*/Channel 2). Further jobs are provided by private radio and TV organizations.

If we add all of them together, we come to a figure of about 35,000 journalists who are employed on a full-time basis in the Federal Republic of Germany. There are also many persons working freelance for the various media. Their number is estimated to be somewhere in the region of 50,000.

In order to push their financial and social claims vis-a-vis their employers – publishers, public-law and private broadcasting stations – journalists have formed several organizations, e.g. *Land* associations of the *Deutsche Journalisten-Verband (DJV)* on *IG Medien – Druck und Papier, Publizistik und Kunst*.

Freedom of the Press and the Basic Law (Constitution)

The legal basis for journalistic activity is provided by Article 5 of the Basic Law *(Grundgesetz)*, i.e. the Constitution of the Federal Republic of Germany. The first paragraph runs as follows:

"Everyone shall have the right freely to express and disseminate his or her opinion by speech, writing or pictures, and freely to inform him- or herself from generally accessible sources. Freedom of the press and freedom of reporting by means of broadcasting and films are guaranteed. There shall be no censorship."

Intellectual debate

The second paragraph in Article 5 sets out the possible limitations which may be applied to the rights of freedom mentioned above:

"These rights are limited by the provision of the general laws, the provision of laws for the protection of youth and by the right of inviolability of personal honour."

The constitutionally safeguarded freedom of information means in practice, for example, that the prohibition of subscription to foreign newspapers, of listening to broadcasting stations or transmissions, or a state index of forbidden publications is inadmissible.

In the view of the Federal Constitutional Court *(Bundesverfassungsgericht)*, freedom of the press "is a primary human right... it is a basic constituent of a freely-elected democratic state since it is only then that continuous intellectual debate, the battle of opinions – the state's vital element is possible... In a certain sense, it is the basis of all freedom..."

In contrast to the freedom of opinion and information, freedom of the press in the Federal Republic of Germany, according to the Constitutional Court, is more than a right enjoyed by individual persons vis-a-vis the state. Article 5 protects the press in its entirety as an indispensable institution in a democratic state. It is in the interest of all citizens.

State reglementation of the press through licensing procedures, the allocation of paper according to political hue or the suppression of news sources are unconstitutional.

Journalists enjoy special rights to safeguard their public responsibility, as laid down in the press laws of the land, to procure and disseminate news, to state their point of view and offer criticism, to enable the formation of opinion and to make a contribution to education. These include the right to refuse to give evidence, e.g. with regard to informants, and the right to obtain information from public offices.

On the other hand, the press laws require journalists to fulfil certain conditions. Before divulging news, they must carefully check its veracity, content and origin, and publish counterrepresentations if the alleged facts turn out to be incorrect.

In addition, in 1973 the publishers and journalists associations agreed on *Publizistische Grundsätze* (Press Code) which set up ethical standards (see Appendix) for this profession.

Editorial statutes

In the 1970s, efforts were made to enshrine editorial codetermination rights for journalists in a Press Framework Act or in a collective agreement between journalist organizations and the *Bundesverband Deutscher Zeitungsverleger* (National Association of German Newspaper Publishers). Even though these efforts proved abortive, individual newspaper and magazine publishers have granted journalists codetermination rights on editorial, personnel and even economic questions in their *Redaktionsstatuten* (editorial statutes).

Cooperation between editor committee and the station director *(Intendant)* has been regularized at almost all broadcasting stations.

Practical training for Journalists

The majority of journalists enter the profession on completion of their training *(Volontariat)* at a daily newspaper or magazine, at a broadcasting station or a news agency. To state the situation quite clearly once more, this is not statutorily prescribed. Over the years, however, the realization has been reached that a *Volontariat*, i.e. two years training, is indispensable. Until quite recently, there were no detailed agreements with regard to the form a *Volontariat* should take. The main criticisms were that practical training had no theoretical foundation, that there was no training editor to look after the *Volontäre* (trainees) and that most of the trainees were exploited as cheap labour in the local news department. This criticism never applied to the newspapers who train their *Volontäre* systematically: in the case of others it was fully justified. It is for this reason that the journalists trade unions – the *Deutsche Journalistenverband* and the *Industriegewerkschaft Medien* – fought for a long time for a training agreement which would set out the basic features. This materialized in 1990 after a hard industrial dispute. Today, a collective agreement is now in force in the whole of Germany on the *Redaktionsvolontariat* (editorial training) on daily newspapers (there is a similar agreement for training on magazines), details of which are given below. It throws light on the way the majority of journalists are being currently trained in the Federal Republic of Germany. The preamble states:

"Regardless of the free access to the occupation of editor, the parties to the collective agreement agree that systematic training, including both theory and practice, must correspond with the responsibility involved in the profession of editor. The aim of this collective agreement is to ensure that, by means of framework regulations, *Volontärinnen* and *Volontäre* (female and male trainees) are provided with the knowledge and skills which will enable them to participate in the fulfilment of the public functions of a free press on the basis of Art. 5 of the Basic Law."

The training objective is part of the above-mentioned framework regulations. In this connection, it states, inter alia, in the collective agreement the journalists unions concluded with the *Bund Deutscher Zeitungsverleger/BDZ* (Association of German Newspaper Publishers):

> *"During the course of the Redaktionsvolontariat, trainees will be taught the knowledge and experiences of journalistic activity (research, writing, editing, selection and valuation) and in the forms of presentation (news, report, interview, picture, feature, commentary). In addition, they will also be taught knowledge of layout and make-up, and, where applicable, with existing computer-controlled editorial systems, and familiarization with the modes of operation in the other areas of the publishing firm, including the technical production of the newspaper.*
>
> *Trainees will also be familiarized with the tasks and working methods of the media, the press laws and the relevant basic features of constitutional law and the provisions of copyright and publishing laws."*

The collective contracting parties also reached agreement on the extent of the training during the two-year *Volontariat*. It states in the collective agreement:

- *The trainee will receive a systematic introduction which, in particular, provides him or her with special insight into the operational areas and production processes in question. During this introduction, general familiarization with journalistic activity and the provision of information on the basic questions of the profession will take place. As a general rule, this systematic introduction will last two weeks, but no less than one week.*

- *The period of training will embrace a minimum of three departments:, local news, politics (news) and a third department (e.g. economy, culture or sport). On newspapers without a local section, another department must be chosen instead. Trainees will spend a minimum of two months in each department.*

  In those cases where the publisher does not have three of the above-mentioned departments, the trainee must receive his or her training in a joint editorial department, in other publishing firms or via training measures for one or the other departments. In the case of training in other publishing firms for two departments, a total period of three months will suffice, in the case of other training measures a shorter period, provided this training measure is of the same value as two months practical training in the department concerned. This must be clearly stated in their contract of employment.

- *For the purposes of systematic conveyance of specialized knowledge and consolidation of knowledge acquired during practical training, the trainees and the training editor must get together regularly, at least once a month.*

- *During the training period, the trainee has the right to take part in appropriate off-the-job training measures determined by the employer for a total period of at least four weeks in the first year of training. In this context, only measures by those institutions for journalistic work may be considered which have been jointly recognized by the professional associations (e.g. Deutsches Institut für publizistische Bildungsarbeit, Akademie für Publizistik Hamburg, Akademie der Bayerischen Presse) or institutions offering programmes of equal value. In making a choice, the trainee's suggestions are also considered before a decision is taken. Participation in training measures at journalist schools run by the employer may replace off-*

the-job training measures, provided they are of equal ment.

As the course progresses, the trainee will take part in further training events selected by the employer for the purpose of consolidating the specialized knowledge acquired; such courses shall not be less than two weeks in duration.

In view of the fact that one of the former weak points in the training was the lack of pastoral care of the trainees, the agreement reached by the two sides must be regarded as a progressive step. The following was agreed:

- ☆ *The trainee is entitled to guidance and advice by an editor appointed for this task. The latter has to promote and supervise the training (training editor). Trainees are entitled to training by a picture editor.*
- ☆ *An Ausbildungsbeauftragter (person responsible for training overall) will be appointed in every editorial training office.*
- ☆ *The training editor will be released in necessary measure from his other duties.*

Collective agreements set out minimum requirements and represent compromises between the journalist trade unions and publisher organizations. As a result, it is hardly surprising that this or that chief editor states on conclusion of a collective training agreement: "We've been doing that for years." Some of them could justifiably point out that the training demands contained in a newly concluded collective agreement fall below what is already common practice on their own premises. Even so, the collective agreement frequently proves difficult to implement in practice. The collective-agreement requirement that a training editor be released from other duties, for example, is still the exception. Very often, one of the training editor's assistants helps out if the former happens to be simultaneously duty or chief editor. Furthermore, departmental heads must realize that trainees are not stop-gaps for staff shortages and that the training plan must be given priority.

Because of the overwhelming number of applicants, newspaper publishers are able to select those they consider most suitable. On average, there are one hundred candidates per training place. Larger newspapers have even devised test procedures which enable them, they say, to pick the right applicants. Other newspapers content themselves with a personal interview based on the applicant's personal documents. Many publishers are now giving would-be journalists a practical try-out on a free-lance basis.

Anyone wishing to complete his or her *Volontariat* at a broadcasting station or the ZDF must produce evidence of

- either a university degree
- or a successfully completed course of studies at a ***Fachhochschule*** or ***Fachinstitut*** (colleges for higher professional training)
- or several years practical experience with newspapers, broadcasting, news agencies, publishers, theatres or similar professions.

Higher education graduates stand the best chance although they, too, face stiff competition since the total number of training places offered by all ARD radio and TV stations, and the ZDF, comes to no more than 200.

There are, in addition, over one thousand places for *Praktikanten*. The latter are given the opportunity as guests to gain initial personal experience of the work performed over a period of two to three months. The basic requirement to qualify for a practical period is a successfully completed basic course of studies of not less than five semesters.

Every broadcasting station *(Rundfunkanstalt)* has an *Ausbildungsbeauftragter*, i.e. a person trainees can turn to if they have any questions. The addresses are:

Bayerischer Rundfunk
Rundfunkplatz 1, D-8000 München 2

Hessischer Rundfunk
Bertramstraße 8, D-6000 Frankfurt (Main) 1

Mitteldeutscher Rundfunk
Postfach, O-7010 Leipzig

Norddeutscher Rundfunk
Rothenbaumchaussee 132–134,
D-2000 Hamburg 13

Ostdeutscher Rundfunk Brandenburg
Postfach, O-1560 Potsdam

Radio Bremen
Heinrich-Hertz-Straße 13,
D-2800 Bremen 33

Saarländischer Rundfunk
Funkhaus Halberg, D-6600 Saarbrücken

Sender Freies Berlin
Masurenallee 8–14, D-1000 Berlin 19

Süddeutscher Rundfunk
Neckarstraße 145, D-7000 Stuttgart 1

Südwestfunk
Hans-Bredow-Straße, D-7570 Baden-Baden

Westdeutscher Rundfunk Köln
Appellhofplatz 1, D-5000 Köln 1

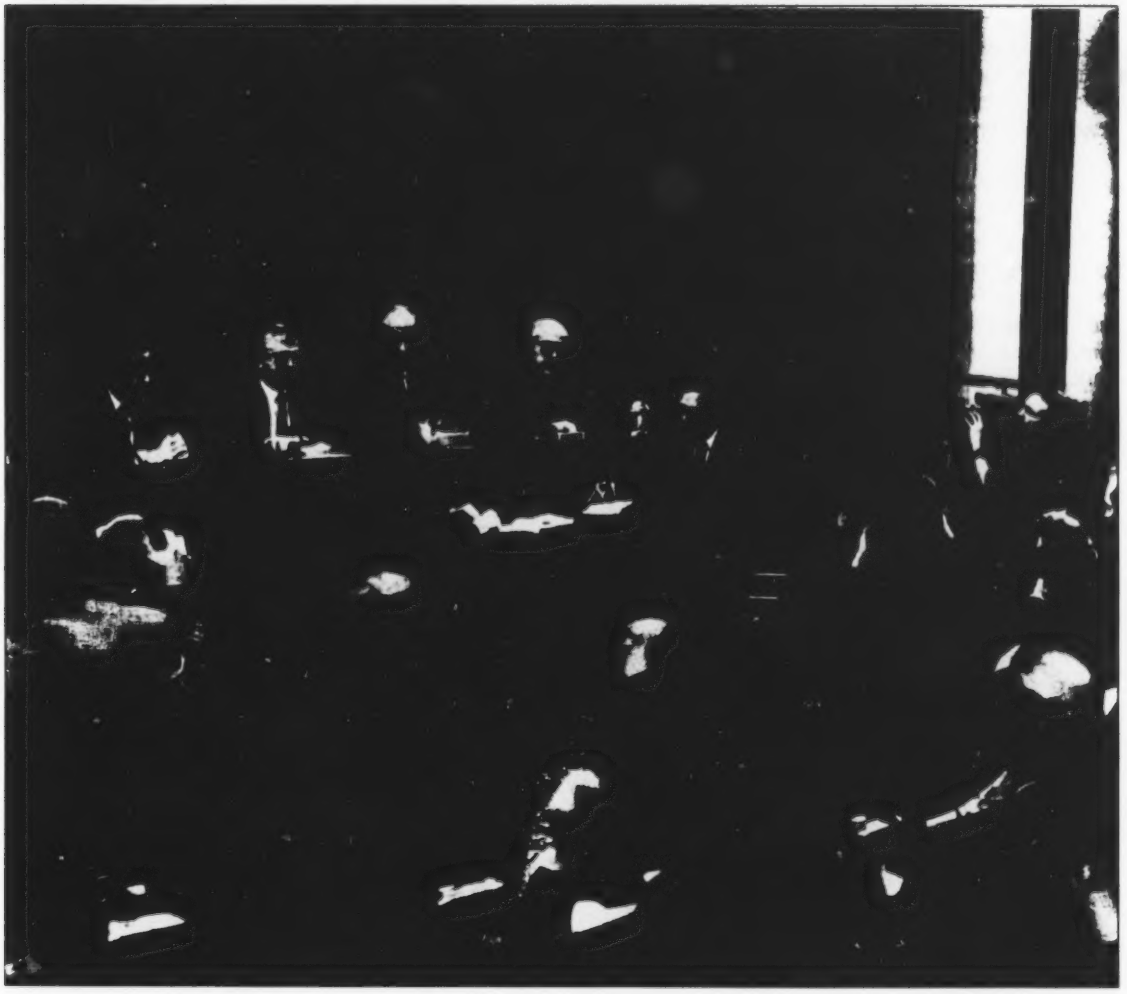
Deutsche Welle
Raderberggürtel 50, D-5000 Köln 51

Deutschlandfunk
Raderberggürtel 40, D-5000 Köln 51

RIAS Berlin
Kufsteiner Straße 69, D-1000 Berlin 62

Zweites Deutsches Fernsehen
Lerchenberg, D-6500 Mainz

In the meantime, private radio and TV organizations, such as RTL plus, Postfach, D-5000 Köln, and SAT 1, Postfach, D-6500 Mainz are working with trainees.



Federal Chancellor Helmut Kohl (2nd from right) at the Federal Press Conference. (1st from left): Undersecretary of State Dieter Vogel, Head of the Press and Information Office of the Federal Government. (2nd from left): Dr. Rudolf Seiters, Federal Minister of the Interior. Photo: Bundesbildstelle Bonn

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Schools of journalism – Deutsche Journalistenschule (Munich)

In addition to *Volontariate* (journalist apprenticeships on newspapers), schools of journalism are among the oldest training facilities for journalism. Apart from publishing firms *(Verlagshäuser)* and broadcasting stations *(Rundfunkanstalten)*, the Munich-based Deutsche Journalistenschule was for a very long time the only prestigious training institution. The fact that this establishment continues to enjoy an outstanding reputation is shown by the fact that every autumn, when the school invites persons to take part in its admission competition calling for a written article and a curriculum vitae, there are over one thousand entries. Six months later, the hundred best are invited to participate in an oral examination in which candidates have to complete a questionnaire on general and topical knowledge, identify press photographs, write a report under time-pressure in Munich and subject themselves to a personal interview by a panel of journalists.

45 young journalists are trained as editors annually in two different ways: either as a fixed class for 16 months and one month's vacation, or as a class which takes place at regular intervals for those students reading journalism at Munich University. The course consists of nine months instruction *(Lehrredaktion)* and two practical training periods *(Praktika)* of three months each. The practice-related instruction given by journalists includes the following subjects: newspaper, magazine, radio, television, public relations plus a brief introduction to communication science. In their practical sessions, the students have to prepare special pages, radio magazines and contributions for television.

Subsistence and lodging costs must be borne by the students themselves, the instruction itself is free of charge. It is financed by public and private funds. Admission regulations stipulate that candidates must reside permanently in the Federal Republic of Germany, be in possession of *Hochschulreife* (university entrance qualification) and not older than 28 years of age.

Address: Deutsche Journalistenschule, Altheimer Eck 3, D-8000 München 2.

Berliner Journalistenschule

The *Berliner Journalistenschule* was set up in close cooperation with the *Deutsche Journalistenschule*. Its *Lehrredaktion* (teaching editorial office) completed part of its training in Munich in the early years. In the meantime this school – borne by the *Journalisten-Verband Berlin* – has become independent and transferred the whole of the training to Berlin.

Address: Journalisten-Verband Berlin, Lietzenburger Straße 77, D-1000 Berlin 15.

Henri-Nannen-Schule (Hamburg)

This school is run by *Die Zeit*, a weekly newspaper published in Hamburg by Gruner + Jahr. The school offers 18-month courses for budding journalists, training some 36 annually. Selection of students and pattern of training closely resemble the Munich school. Seminars lasting several months are supplemented by practical training in radio and television stations and on magazines published by Gruner + Jahr. Basically the training covers all aspects of journalistic activity, and is particularly thorough in the periodical section. The students receive the highest BAföG rate, i.e. federal financial support for education and training, and pay no tuition fees. No specific form of preliminary education is required for admission. The age must be between 21 and 28. The selection is based on tests, samples of style and interviews. Similar to the Deutsche *Journalisten-Schule* in Munich, it goes without saying that the individual chances of success with over a thousand candidates are fairly slim. On the other hand, the students graduating from the Munich or Hamburg schools can be assured of one thing: they will have no difficulty in becoming editors on a newspaper or magazine.

Address: Postfach 11 00 11, D-2000 Hamburg 13.

Journalistenschule Axel Springer

Every year the *Axel Springer AG* offers 90 candidates the opportunity of qualifying as journalists in a 19-month practical and three-month theoretical training course. The practical section is carried out at the *Stammredaktion*, i.e. central editorial office (12 months), and on other company publications (7 months). Journalistic theory is taught at seminars and courses run by the firm itself. Students are also familiarized with the work of TV and radio editorial departments. Applicants must be in

possession of *Abitur* (university entrance qualification) and have completed a course of study or *Abitur* and have a professional qualification or offer proof of above-average ability.

Addresses: Kochstraße 50, D-1000 Berlin 61, Axel-Springer-Platz 1, D-2000 Hamburg 36.

Burda Journalistenschule (Munich)

Like the *Springer-Journalistenschule*, the Munich-based Burda Publishing Company set up a school providing qualifying training *(Volontariat)* in 1988. The admission requirement for the two-year training is *Abitur* and a professional qualification. 15 students are accepted after a written and oral selection procedure. The training is for text and photo journalism. The course consists of basic training, intercompany seminars and practicals in other media. Basically, however, training is concentrated on magazine journalism.

Address: Arabellastraße 23, D-8000 München 81.

Institut zur Förderung des publizistischen Nachwuchses (Munich)

This institute, founded by order of the German *Bischofskonferenz* (Bishops Conference) in 1968, promotes Catholic students from all faculties who wish to pursue a career in journalism on concluding their studies. A journalistic training programme is offered concomitant with studies. As it states in its brochure, the Institute expects "a Christian outlook by conviction from its scholarship holders, not merely superficial membership of the Catholic Church. It in intent on training journalists who are also guided in their profession by the basic requirements of the Christian faith. There is no suggestion of indoctrination."

The first semester consists, inter alia, of a three-week academy (in the vacation between the winter and summer semesters) and an eight to ten-week practical training course in the summer vacation. The second year commences with a further eight to ten-week practical training course followed by a three-week academy. The third year once again offers a practical course and a three-week academy. These three academy courses provide preparatory training for the press, radio and television practical.

Information sources for journalists

"A Bonn correspondent is a person who works as a full-time editor, or free-lance journalist for daily newspapers, weekly newspapers, weekly magazines, news agencies, radio and television stations. His or her work must consist of constant reporting on federal politics."

Those complying with this requirement enshrined in the statutes of the Bundes-Pressekonferenz e.V. (Federal Press Conference Inc.), and provided that they are of German nationality, may become members of this association which, as host in Bonn, organizes press conferences to provide its members with the "opportunity of comprehensive information for the general public". The Bundes-Pressekonferenz has a membership of about 450 persons at the present time. A further 350 correspondents are members of the Verein der ausländischen Presse (Foreign Press Association) which is also allowed to take part in the press conferences organized by the Bundes-Pressekonferenz e.V. Federal chancellors, federal ministers, association functionaries and others wishing to convey important information to the public, choose the Bundes-Pressekonferenz as the forum for their statements.

It goes without saying that there are other sources of information for journalists in Bonn which has been described as one of the most press-friendly cities in the world. In "information circles", which come together as required, journalists receive background information from politicians. In addition, associations, political parties and firms also hold their own press conferences. The correspondents' post boxes are crammed to such as extent with press material every day that it is becoming increasingly difficult for many of the journalists not to be swamped with information. Whatever the case may be, no correspondent in Bonn has complained about the lack of information for years.

The information sources in the Bundesländer (states), such as Munich, Düsseldorf or Berlin, also bubble abundantly. Here, too, there are private associations to which time journalists belong, and which hold press conferences. As is the case in Bonn, journalists do not go to the politicians: the politicians come to the Landespressekonferenzen (Land press conferences) as guests of the journalists..

The Institute finds practical training places for its scholarship holders and, if the need arises, provides a subsidy for vacation practicals. 15 scholarship holders are offered places in the programme annually. Applicants can only be considered who are already in their third semester.

Address: Elisenstraße 3a, D-8000 München 2

Institut zur Begabtenförderung der Konrad-Adenauer-Stiftung

Students who are being promoted by this foundation and are aiming at a profession in the media can, concomitant with their studies, participate in a programme for the promotion of young journalists. All scholarship holders attend (at least) a three-week academy which is run during the vacation and a weekend seminar annually. Practicals in the various media are also obligatory.

Address: Rathausallee 12, D-5205 St. Augustin 1

Since other inland foundations – unlike the Konrad Adenauer Foundation – do not offer promotive journalistic programmes for young persons concomitant with studies, their activities in the Federal Republic of Germany are dealt with in the chapter "Further Training Institutions" and their commitment abroad in the chapter entitled "Training and Further Training Centres for Foreigners".

Kölner Schule: Institut für Publizistik

Like the Munich *Institut zur Förderung des publizistischen Nachwuchses*, the Cologne School is an institution providing journalistic knowledge and experience during a course of study. At this Institute, students reading economics and social science at Cologne University with the aim of becoming a *Diplom-Volkswirt sozialwissenschaftlicher Prägung* (qualified economist with a social scientific bias), are trained as specialist journalists in politics and economics, and as local news editors. The course provided by the Institute is focused on practical sessions, the teaching of basic knowledge of a historical and sociological nature, as well as six compulsory practicals.

Admission requirements are *Hochschulreife* (university entrance qualification), a written preliminary examination, a three-day qualification test, a preparatory seminar and eight weeks practical training with a firm. The monthly fees are based in each case on the parents' income. The Institute, which is a non-profit-making association, recommends those interested to contact the Institute at as early a date as possible, preferably two years before taking *Abitur*.

Address: Gut Schillingsrott, D-5000 Köln 50 (Rodenkirchen).

Evangelische Medienakademie

This academy, belonging to the *Gemeinschaftswerk der Evangelischen Publizistik* in Frankfurt, runs an annual (February/March) basic course lasting 17 days and is primarily designed to help participants select their future occupation. Apart from lectures and discussions on professional-ethical and social questions, the programme also includes practical sessions such as research, editing and interviews.

The course concludes with the students producing their own newspaper. The course is supplemented by media-related basic and continuation courses. Participants have to pay Dm 800 which includes board and lodging. Successful candidates are chosen on the strength of an *Arbeit* (a piece of written work) on a given subject.

Address: Evangelische Medienakademie, Postfach 50 05 50, D-6000 Frankfurt am Main 50

Georg von Holtzbrink-Schule

The purpose of this school (founded in 1988) is to intensify journalistic training *(Volontariatausbildung)*, further train young economic editors and prepare the rising generation of managerial staff for their future duties. The training plan schedules an 18-month *Volontariat* on the *Handelsblatt* or the *Wirtschaftswoche*, and on *DM* – if so desired, trainees can also train with the publishing group's own specialized magazines – as well as training facilities with German companies. At the same time, there is one week's instruction per month at the Journalists' School. Admission requirements are a completed course of study, preferably in economics, or a comparable subject, and, as it states in the brochure, "a recognizable talent for writing".

Address: Georg von Holtzbrinck-Schule für Wirtschaftsjournalisten, Kasernenstraße 67, D-4000 Düsseldorf 1

Preparation for journalistic work

Journalist courses of study at higher education institutions

Widespread discussion on the reform of journalist training in the Federal Republic began back in the 1970s. Alternatives to the *Redaktionsvolontariat* (newspaper apprenticeship) were sought since the view was held that "learning by doing" was not enough on its own: in a society in which an increasing number of young persons was flocking into higher education, the theoretical knowledge of would-be journalists should be improved. Even at that time, communication and journalist institutes were already in existence. These, however, enjoyed the reputation of being too far removed from practice. The discussions finally wound up with the finding that theory and practice at universities should be closely dovetailed for specialist journalist training. This heralded the birth of new courses of study. Since that time, students can take degree courses in journalism at Dortmund, Eichstätt and Munich Universities.

Diplom-Journalisten, i.e. journalists with a university degree, were an object of suspicion for practioners in the initial stages. This negative attitude towards a university degree in journalism seems to be changing, however. It is firmly enshrined in the course and is intended (a) to provide thorough preparation for journalistic activity and (b) to enable a comprehensive processing of experience gained in practice. As a rule, universities have made arrangements with publishers to reserve practical training places for students. This was not always easy. Not infrequently, something quite different happened: students doing their practical did not return to university because they had been taken on by the editorial offices where they were gaining first-hand experience. Moreover, the same applies to all study courses as to other disciplines: the number of applicants greatly exceeds capacity.

Klaus Kinkel, Federal Minister of Foreign Affairs (4th from right), at a press briefing on the return flight from Lisbon to Bonn on 24 May 1992. Photo: Bundesbildstelle Bonn

Study courses in journalism

	STUDY COURSES **a) Duration of studies (incl. media practical)** **b) Final qualification** **c) Teaching staff approx.**	**ADMISSION** **a) Requirements** **b) Selection procedure** **c) Training capacity per year**	STUDIES STRUCTURE/SUBJECT MATTER
Dortmund Institut für Journalistik der Universität Dortmund, Emil Figge-Straße 40, 4600 Dortmund 50, Telefon: 0231/755-2827	a) 10 semesters (12-month integrated *Volontariat*; 2-month media practical) b) *Dipl. -Journalist* (graduate), *Dr. phil* c) 11 lecturers	a) *Hochschulreife** and 6 weeks *Hospitation* (guesting) b) According to ZVS* c) 52 + approx. 7 applicants with completed *Volontariat*	Basic study segment (1–4 sem.) Exam subjects: social science and communication groundwork; specialized journalistic knowledge; editorial work. After *Vordiplom* (prelim. degree) 12 months *Volontariat* (practical training) on newspapers and broadcasting stations. Main studies segment (7–9 sem.); specialization in above mentioned subjects through project work. 10th semester: *Diplomprüfung* (final exam) incl. second subject.
Eichstätt Studiengang Journalistik der Katholischen Universität Eichstätt Ostenstraße 26 – 28, 8078 Eichstätt, Telefon: 08421/20-564	a) 9 semesters (3 months in the university teaching studios, in vacation time 3 months in an editorial office) b) *Dipl. Journalist* (journalist with univ. degree), *Dr. phil.* c) 4 lecturers, 9 temporary lecturers	a) *Hochschulreife** Conversational knowledge of two foreign languages, six months practical with press, radio/TV b) internal selection analogous with ZVS** c) 25	Basic study segment (1–4 sem.): introduction to communication science, media structure and recipient research, journalistic working techniques; political science; sociology; philosophic anthropology and ethics, concomitant with practical training in teaching editorial department and teaching studios (press, radio and TV). Main study segment (5–9 sem.): effect research, communication policy, new media, philosophic anthropology and ethics, and optional subjects; pre- and post-preparation of practical training with press, radio or television.
Munich Institut für Kommunikationswissenschaft (Zeitungswissenschaft) der Universität München Diplom-Studiengang Journalistik Schellingstraße 33/Rgb., 8000 München 40 Telefon: 089/80-3461	a) 9 semesters (14 months practical) b) *Dipl.-Journalist* (journalist with degree), *Dr. phil., Dr. rer. pol.* c) 21 lecturers (with communication science, see below).	a) *Hochschulreife** b) Entrance exam or 12-month *Volontariat* c) 60	Basic study segment (1–4 sem.): communication science (theory, media studies, practice), political science, sociology; Main study segment (5–9 sem.): communication science, political science or sociology, special subject.

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(Source: *journalist*, No. 1/1991)

Continuation courses

	STUDY COURSES a) **Duration of studies (incl. media practical)** b) **Final qualification** c) **Teaching staff approx.**	ADMISSION a) **Requirements** b) **Selection procedure** c) **Training capacity per year**	STUDIES STRUCTURE/SUBJECT MATTER
Bamberg Ergänzungsstudiengang Journalistik, Otto-Friedrich-Universität, Postfach 15 49, 8600 Bamberg, Telefon: 09 51 / 86 34 52	a) 4 semesters b) — c) see above (journalism as a subsidiary subject)	a) Degree b) Aptitude test c) 20	Journalism Public relations Organization communication
Hannover Ergänzungsstudiengang Journalistik am Institut für Journalistik und Kommunikationsforschung der Hochschule für Musik und Theater Hohenzollernstr. 47, 3000 Hannover 1, Telefon: 05 11 / 3 10 02 80-2 82	a) 4 semesters (4 months practical) b) *Dipl.-Journalist* (degree in journalism) c) 7 lecturers, 4 temporary lecturers	a) Successfully completed course of study b) Entrance exam c) 27	Training in print and broadcasting sector: based on initial studies with focal points "culture and entertainment", "natural science, medicine, technology" and "economy, law and social matters". In this connection, the conveyance of academic knowledge is closely integrated with practical journalistic work (technical equipment: electronic editorial system, radio and video studio, photo laboratory). Finals: *Diplomarbeit* (thesis) and three specialist exams ("communication bases", "style, language, forms, working techniques", compulsory optional subject.
Mainz Journalistisches Seminar am Institut für Publizistik, Johannes-Gutenberg-Universität, Alte Universitätsstraße 17, 6500 Mainz Telefon: 0 61 31 / 39 21 34	a) 4 semesters (practicals in the three vacations) b) Academic final certificate without title c) 4 lecturers, 3 temporary lecturers	a) *Hochschulabschluß* (degree) b) Aptitude test c) Not specified	Teaching editorial courses, study of second subject, as a rule from the publicistics sectors, practical training in editorial newspaper offices, broadcasting stations and news agencies.
Marburg Institut für Neuere deutsche Literatur Philipps-Universität Aufbaustudium Medienwissenschaft Wilhelm-Röpke-Straße 6a, 3550 Marburg Telefon: 0 64 21 / 28-1	a) 4 semesters b) Certificate	a) Successfully completed course of study b) Consultation c) Not specified	Media theory, history, analysis; particular importance is attached to film and television, and the programme history of these media. Historical-scientific – but no practical – training.
Stuttgart Fachgebiet Kommunikationswissenschaft/Journalistik der Universität Hohenheim, Frowirthstr. 49, 7000 Stuttgart 70, Telefon: 07 11 / 4 59-26 36	a) 4 semesters (4 months practical) b) *Dipl.-Journalist* (degree in journalism) c) 6 lecturers, 33 temporary lecturers	a) *Hochschulabschluß* (degree) b) Internal selection c) 30	I. Communication science and related fields (e.g. human communication, mass communication/communication policy, media law, empirical communication research, media pedagogics, professional and working field of journalism). II. Practical communication theory (e.g. bases of journalistics, journalistic forms and techniques, media-specific practica sessions, special communication areas, teaching editorial department). The study course requires students to complete practicals in at least two different media sectors.

Source: *journalist* No. 1/1991

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Journalism as a subsidiary subject

	STUDY COURSES a) Duration of studies (incl. media practical) b) Final qualification c) Teaching staff approx.	ADMISSION a) Requirements b) Selection procedure c) Training capacity per year	STUDIES STRUCTURE/SUBJECT MATTER
Bamberg Lehrstuhl für Kommunikationswissenschaft (Schwerpunkt Journalistik) und Professur für Journalistik an der Fakultät Sprach- und Literaturwissenschaften der Otto-Friedrich-Universität Bamberg An der Universität 9, Postfach 15 49, 8600 Bamberg, Telefon: 09 51 / 86 34 52	a) Minimum length of studies: 8 semesters (12 months journalistic practical, at least 6 months of which prior to commencement of studies) b) *Dipl.-Germanist (Schwerpunkt: Journalistik)* Degree in German Studies (Specialization: Journalism); *Dr. phil.* c) 4 lecturers, 10 temporary lecturers	a) *Hochschulreife*" and at least six months practical journalistic training b) No selection procedure c) Not specified	Basic study segment (1–4 semesters): Introduction to German language and literature, communication theory, media studies, journalistic working methods and styles; selected areas from: economy/society/law/politics or history/art/folklore or modern languages – *Diplom-Vorprüfung* (preliminary final examination). Main study segment (5–8 semesters): Literary and linguistic Germanistic research problems, methods and results with special consideration for the journalistic profession; communication policy; media law; journalistic working techniques; professionally-relevant selected areas from economy/society/law/politics or history/art/folklore or modern languages.
Erlangen/Nürnberg Lehrstuhl für Kommunikations- und Politikwissenschaft der Universität Erlangen/Nurnberg, Findelgasse 7 – 9, 8500 Nurnberg 1, Telefon: 09 11 / 5 30 26 74	a) 8 semesters (practical not prescribed) b) *Dipl. Volkswirt, -Kaufmann, Sozialwirt* (degree in economics, business management or social science); *Dr. rer. pol.* c) 5 lecturers, 3 temporary lecturers	a) *Hochschulreife*" b) — c) Not specified	Journalism, public relations, internal information, communication management, media consultation, media research, media planning within the scope of the studies course for graduates in social science, economics and business management.
Gießen Studiengang Fachjournalismus Geschichte Fachbereich Geschichtswissenschaften/Fachjournalistik, Justus-Liebig-Universität, Otto-Behagel-Straße 10 E, 6300 Gießen, Telefon: 06 41 / 7 02 55 05	a) 8 semesters (1 guest period and 2 practicals in the vacations) b) M.A. in journalism c) 3 lecturers, 10 temporary lecturers	a) *Hochschulreife*" b) Aptitude test after orientation phase c) Not specified	Basic study segment (1–4 semesters): broad theoretical introduction to journalism (teaching editorial department and work in radio and TV studios). Main study segment: consolidation and specialization, inclusion of experience abroad, scenic and journalistic projects.
Hamburg Gemeinsame Kommission Journalistik der Universität Hamburg, Von-Melle-Park 6, 2000 Hamburg 13, Telefon: 0 40 / 41 23-27 29	a) 8 semesters (4 and 8 week practicals) b) As an optional or subsidiary subject without academic title c) 4 lecturers, 22 temporary lecturers	a) *Hochschulreife*" and 6 week practical prior to commencement of studies b) Admission to a main subject and *Numerus clausus* c) 41	The subsidiary course of journalism can be taken as an optional or supplementary subject. Study phase 1: (1–4 sem., approx 16 SWS) *Lehrbereich* (department) "Media Practice": research, news processing and provision of information. Journalistic forms of representation. *Lehrbereich* "Communication and Media Science": communication, introduction to communication and media science, history and structure of the mass media, the legal bases of journalistic work; Study phase 2: (5–8 sem. approx. 16 SWS) *Lehrbereich* "Media Practice": project seminars radio/TV and newspaper/magazine. *Lehrbereich* "Communication- and Media Science": journalism as a profession, media policy and social implications of media technology, results and application possibilities of communication science.
Cologne Studienschwerpunkt "Alternatives Profil Sportpublizistik" im Rahmen des *Diplom-Sportlehrer* Studiengangs (graduate sports teacher) course in cooperation with the Institut für Sportpublizistik. Deutsche Sporthochschule Köln, Carl-Diem-Weg 6, 5000 Köln 41 (Mungersdorf), Telefon: 02 21 / 49 82-1 (Responsible body: Alfons-Gerz-Gesellschaft für publizistische Medien und Sport e.V., Neuss)	a) Special studies course included in the *Diplom-Sportlehrer* course. Standard duration of studies *(Diplom)*: 7 semesters b) *Diplom-Sportlehrer* (graduate sports teacher) c) 2 lecturers, 6 temporary lecturers	a) *Hochschulreife*" b) Aptitude test	The profile *Sportpublizistik* can be chosen and included in the main study course for *Diplom-Sportlehrer*. It is split up into three sections: sport and communication bases and methods (sport science and mass communication, mass communication process, sociology of mass communication; structure, function and effect of the mass media); basis and methods for sport journalism (history of sport journalism, structure and function sport in the mass media, socio-psychological aspects of sport journalism, language and sport; role, status and function of sport journalists; editorial practice (practical journalism, journalistic techniques and representational forms, production process in the journalistic media) in conjunction with practicals in the print and broadcasting media.

Source: *journalist* No. 1/1991

Publicistics and Communication Science

	STUDY COURSES a) **Duration of studies (incl. media practical)** b) **Final qualification** c) **Teaching staff approx.**	ADMISSION a) **Requirements** b) **Selection procedure** c) **Training capacity per year**	STUDIES STRUCTURE/SUBJECT MATTER
Berlin The *Studiengang Publizistik der Freien Universität Berlin* is run by three academic institutions: *Institut für Publizistik und Kommunikationspolitik,* *Institut für Kommunikationssoziologie und -psychologie,* *Institut für Semiotik und Kommunikationstheorie* Malteser Str. 74–100, D-1000 Berlin 46 Tel. 0 30/77 92 818 or -495 or 830	a) 8 semesters (specializing in "Journalism and Public Relations"; practical seminars and 4-month practical) b) MA, Dr. phil c) 30 lecturers, 30 temporary lecturers	a) *Hochschulreife** b) Internal *Numerus clausus* (restricted admission) c) approx. 60 per semester in main subject approx. 120 per semester in subsidiary subject	Basic studies segment (1–4 sem.): teaching events in journalism and public relations, empirical communication research, communication theory and semiotics, history of public communication, economy and technique of mass communication, communication policy and media law. Main segment (5–8 sem.): Profession-oriented specialization "Journalism and Public Relations", department-specific seminars, practice seminars.
Bochum Sektion für Publizistik und Kommunikation der Ruhr-Universität Bochum Universitätsstraße 150, Gebäude GA, 4630 Bochum-Querenburg, Telefon: 02 34 / 7 00 27 42	a) 8 semesters (practicals in the vacations) b) MA *Dipl.-Ökonom* (graduate economist) *Dipl.-Psychologe* (graduate psychologist) *Dipl.-Geograph* (graduate geographer) Doctorate *Dr. phil.* c) 4 lecturers, several temporary lecturers	a) *Hochschulreife** b) Local *Numerus clausus* (restricted admission) c) 42 in main course 25 in subsidiary course	Basic studies (1–4 sem.): introduction to basic questions and sub-areas of publicistics and communication science. Main course (5–8 sem.): specialization in the orientation areas (communicator, mediator, effects of mass communication, theory, empiricism of communication). Combination with all subjects offered at the Ruhr University (approx. 95) possible. Orientation possible in: Int. communication, media pedagogics, public relations, medical publicistics.
Göttingen Institut für Kommunikationswissenschaften der Universität Göttingen, Humboldtallee 32, 3400 Göttingen, Telefon: 05 51 / 39 72 10	a) 8 semesters (no practical scheduled) b) *Dipl.-Sozialwirt, Dipl.-Volkswirt, Dipl.-Kaufmann, Dipl.-Handelslehrer MA,* doctorate c) 7 lecturers, 5 temporary lecturers	a) *Hochschulreife** b) Local *Numerus clausus* (restricted admission)	Basic segment (1–4 sem.): introduction to publicistics and communication science I & II; main course (approx. 5–8 sem.): scientific theory, communication theory, communication policy, analysis of media structure, recipient research, practice-related journalistic work groups.
Mainz Institut für Publizistik, Johannes-Gutenberg-Universität, Jakob-Welder-Weg 20, 6500 Mainz, 6500 Mainz, Telefon: 0 61 31 / 39 26 70	a) minimum 8 semesters (practical not obligatory part of course) b) MA *Dr. phil.* c) 12 lecturers, 17 temporary lecturers	a) *Hochschulreife** b) Internal selection procedure according to *ZVS*** criteria; applications to the *Studentensekretariat der Universität Mainz* c) approx. 120	The studies course for an MA in publicistics consists of a basic segment (1–4 sem.) and a main segment (5–8 sem.). The basic segment provides an introduction to the major problems and methods surrounding publicistics (media studies and empirical communication research). The main segment deepens knowledge and understanding of journalistic problems, and provides the opportunity to apply knowledge and skills in personal project studies. The main segment content is chiefly of a publicistic – not journalistic – nature. For the MA course, publicistics may be taken as a main or subsidiary subject combined with two other subjects from a catalogue of approx. 40 disciplines.
Munich Institut für Kommunikationswissenschaft der Universität München, Karolinenplatz 3, 8000 München 2, Telefon: 0 89 / 21 80 28 43/ -32 02	a) minimum 8 semesters b) MA *Dr. phil.* *Dr. rer. pol.* c) 21 lecturers	a) *Hochschulreife** b) Local *Numerus clausus* (restricted admission) c) 130	Basic segment (1–4 sem.): communication theory, methods, media theory; communication and media history, media policy and practice; main segment (5–9 sem.): communication practice or empirical communication research.
Münster Institut für Publizistik der Westfälischen Wilhelms-Universität, Bispinghof 9/14, 4400 Münster 1 Telefon: 02 51 / 83 42 61	a) 8 semesters (MA) (10 semesters (Dr.) (minimum 2 months practical) b) MA *Dr. phil.* c) 12 lecturers, 20 temporary lecturers	a) *Hochschulreife** b) *Numerus clausus* (restricted admission) c) 295	Basic level (1–4 sem.): orientation courses I (vocational studies) and II (case studies), social scientific and media practical method courses, practicals, reflection courses; main segment (5–8 sem.): research projects, supplementary seminars and exam colloquia.

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Trainee courses at further training institutions

Following the conclusion of a collective training agreement for *Redaktionsvolontäre* (editorial trainees) which prescribes intercompany training measures, the demand and availability of *Volontär* courses has increased by leaps and bounds. Three institutions continue to offer the widest range of subjects: the *Deutsche Institut für publizistische Bildungsarbeit*, Hagen, the *Akademie für Publizistik*, Hamburg, and the *Akademie der Bayerischen Presse*, Munich.

Every year the Hagen-based *Deutsche Institut für publizistische Bildungsarbeit* organizes four-week *Volontär* courses. The programme also includes special courses for interview training, features, layout of trade journals, sports reporting, press law, culture in the local section, competition law and opinion-governed portrayal forms. In addition to the *Journalisten-Zentrum Haus Busch* in Hagen, the *Gesellschaft für publizistische Bildungsarbeit* which, apart from the professional associations in the Federal Republic of Germany – represented by the Press and Information Office of the Federal Government – belongs to *Land* Northrhine-Westphalia and *Westdeutscher Rundfunk*, Cologne, runs a broadcasting training centre in Dortmund. Whereas *Haus Busch* is devoted to the training and further training of journalists in the print media and press offices, the Dortmund training centre is concerned with local radio. A new training and further training institute, based on the Hagen model, is planned to be set up near Potsdam.

Addresses: Journalistenzentrum Haus Busch, Buschstraße, D-5800 Hagen; Rundfunk-Bildungszentrum, Nollendorfplatz 2, D-4600 Dortmund 1.

The *Akademie für Publizistik*, Hamburg, run by publishing and journalist organizations, publishing firms, broadcasting organizations and individual persons from all the media, offers four-week seminars for *Volontäre*. They cover journalistic portrayal forms, press law, local journalism, practical sessions at the layout table and the working methods in TV and radio. Special seminars deal with feature articles, photography, magazine layout, introduction to radio practice, presentation training on the radio, interviewing technique, the art of criticism, sports journalism, managerial duties in editorial offices, scientific journalism and press law.

Address: Magdalenenstraße 64a, D-2000 Hamburg 13.

The *Akademie der Bayerischen Presse* was founded by the *Bayerische Journalisten-Verband*, the *Verband Bayerischer Zeitungsverleger* and the *Verband der Zeitschriftenverleger* in Bayern. Apart from compact courses (4 weeks) for *Volontäre*, there are also basic courses for journalists in the first and second year of their career. Basic journalistic knowledge is presumed in all the seminars. Subject seminars for newspaper journalists deal with economy, environment, sport, layout and *Feuilleton* (literature and arts section) problems; Special seminars are devoted to questions concerning rhetoric, interviews, editing, feature articles and research.

Address: Arnulfstraße 44, D-8000 München 2

Further and in-service training events are also offered by:

Arbeitsgemeinschaft Berufliche Bildung der deutschen Zeitungsverleger, c/o Bundesverband Deutscher Zeitungsverleger e.V. (BDZV), Riemenschneiderstr. 10, D-5300 Bonn 2.

Projektteam Lokaljournalisten, c/o Bundeszentrale für politische Bildung, Berliner Freiheit 7, D-5300 Bonn 1.

Arbeitsgemeinschaft Journalistische Berufsbildung von VSZV (Verband Südwestdeutscher Zeitungsverleger) und DJV in Baden-Württemberg, c/o Verband Süddeutscher Zeitungsverleger, Eberhardtstr. 61, D-7000 Stuttgart 1.

Bildungs- und Sozialwerk für Journalisten der Industriegewerkschaft Druck und Papier, Deutsche Journalisten-Union, Friedrichstr. 15, D-7000 Stuttgart.

DJV-Bildungswerk, c/o Deutscher Journalisten-Verband, Bennauer Straße 60, D-5300 Bonn 1.

Zentralstelle Fortbildung der Programmitarbeiter ARD/ZDF (ZFP). The further training courses for ARD and ZDF programme staff are either organized centrally or at the individual broadcasting stations.

Addresses: Zentrale Fortbildung der Programmmitarbeiter ARD/ZDF, Trainingszentrum Wiesba-

den, Unter den Eichen, D-6200 Wiesbaden. Trainingszentrum Hannover, Auf dem Emmerberge 23, D-3000 Hannover.

Individual seminars are also organized by the:

Karl-Arnold-Stiftung, Vennerstr. 55, D-5300 Bonn 2.

Konrad-Adenauer-Stiftung, Rathausallee 12, D-5205 Sankt Augustin 1 (special programmes for local news and advertizer editors).

Friedrich-Naumann-Stiftung, Königswinterer Straße 2, D-5330 Königswinter 41 (school magazine seminars).

Friedrich-Ebert-Stiftung, Godesberger Allee 140, D-5300 Bonn 2 (editors of pupil magazines and publications for young people).

Hanns-Seidel-Stiftung, Lazarettstr. 19, D-8000 München (for pupil, youth and student press).

One special feature in the **in-service training** sector was the setting up of the **Studiengang Journalisten-Weiterbildung** (Further Training Studies Course for Journalists) at the *Freie Universität Berlin*.

Address: Malteser Straße 74-100, D-1000 Berlin 46.

Training centres for junior film and TV staff

What the journalism study courses are attempting to achieve for the whole breadth of this profession, i.e. a close integration of theory and practice, has been the policy of two institutions specializing in the training of new blood for film and television for many years. **The Deutsche Film- und Fernsehakademie Berlin (DFFB)**, set up in 1966, runs four-year courses providing would-be independent film-makers with a theoretical and practical foundation for their future activity. The Academy prefers to regard itself as a training and production centre rather than a *Fachschule*, i.e. technical college, providing students with the opportunity to learn and produce with a generous degree of independence. Practical training takes place in collaboration with directors, camera operators, cutters and sound engineers. The practical section consists of introductory courses to film history, film theory, film creation, dramaturgy, script, camera work, recordings (video), sound, cutting and special effects. Later there are advanced courses for the same subjects as well as seminars and practical sessions. The last year is devoted mainly to the preparation and production of a film. Theoretical work takes place in seminars and is concerned with such subjects as film law and film industry, the state of the art in film and television technique, history and esthetics, didactics and analysis of film and TV.

Admission requirements: *Abitur* (university entrance certificate) is not necessary. The minimum admission age is 21, preference being given to older applicants who already have professional or studies experience. Candidates who have been shortlisted on the strength of the documents they have submitted with their application, and who are regarded as particularly well qualified, are invited to sit an entrance examination. Several hundred candidates compete for the 18 places offered.

Address: Pommernallee 1, D-1000 Berlin 19.

The Hochschule für Fernsehen und Film, founded in Munich in 1966, offers a full course of study lasting six semesters and culminating in a *Hochschulabschluß* (degree). Students are given a choice of two separate courses, both of which are combined with technology and communication science – plus an additional subject (esthetics, political science or psychology). The alternative courses offered are either films and TV plays, or TV journalism and documentary films. Instruction in the film department, with its combination of history, theory and practice, is designed to acquaint students with the process of film production – artistically, technically and organizationally. Studies in television journalism and documentary films begin with two semesters of practical training (the basic rules of camera work and frames, interior and exterior sound recording), followed by four semesters of programme work. The selection of study subjects includes documentary films, television journalism, realistic television plays, sports reports, production management, television for children and young persons, educational programmes, experiments, forms of presentation and electronic television technique. Instruction is given

in the form of lectures, demonstrations, seminars, working groups, practical sessions and instructive productions. Part of the vacation time is devoted to acquiring practical experience at broadcasting stations and private film and television production companies. After completing three to four practice films, a final film project is undertaken in the sixth and seventh semesters (either in the form of a film or a television production or a script).

Applicants must be aged between 18 and 30 and in possession of **allgemeine Hochschulreife** (general right of access to a higher education institution). The two-stage selection procedure is similar to that at the *Deutsche Journalistenschule* in Munich. Between 25 and 35 students are admitted annually.

Address: Ohmstraße 11, D-8000 München 40.

Training and further training centres for foreigners

There are three special training and further training centres for foreigners in the Federal Republic of Germany: the *Internationales Institut für Journalismus*, Berlin, the *Deutsche-Welle-Ausbildungszentrum*, Cologne, and the *Ausbildungsstätte für ausländische Fernseh-Fachkräfte* at *Sender Freies Berlin*.

Internationales Institut für Journalismus (IIJ), Berlin

The Institute was founded in 1963. It has taken on the task of providing further training for journalists in the print media from developing countries in Asia, Africa and Latin America. The Institute's responsible body is the Berlin-based *Verein zur Förderung der Publizistik in den Entwicklungsländern e.V.* The institute is financed entirely by the Federal Ministry of Economic Cooperation and the Berlin Senate.

Every year, the Institute offers several three-month courses. They are conducted in English and French. Lectures, practical periods and discussions provide an overview of all the major areas of newspaper journalism. The programme is tailored to the needs and specific problems of journalistic work in the countries of the Third World. The lecturers are German, British and French journalists from all sectors of the press. There are also supplementary introductory lectures outlining the political, economic and social situation in the Federal Republic of Germany in general, and Berlin in particular. Visits to publishing houses, scientific and technical institutions – as well as a 12-day tour of the Federal Republic of Germany – round off the further training programme.

The course culminates in an examination which acts as the measure of success achieved. Those passing the examination are awarded a diploma. Experience has shown that this proof of qualification can easily bear comparison with the final certificates issued by similar European and American further training institutions.

Those considered for participation are, as a rule, sub-editors, chief reporters, news editors and journalists in similar positions. They are aged between 23 and 30 and must produce evidence of at least four years professional experience. A further requirement is that all applicants are gainfully employed. The employer's declared agreement to leave of absence and continued payment of salary must also be forthcoming. Furthermore, guaranteed return to their job must also be assured. It has emerged that, on their return, many successful participants are given promotion on the strength of the courses run by the *Internationales Institut für Journalismus* (IIJ).

Each course is made up of 15 members. The selection is undertaken by the IIJ in close collaboration with the foreign missions in the Federal Republic of Germany.

During their stay in Berlin, the IIJ provide all participants with a scholarship free board and lodging, a round-trip air ticket, and bears all the costs of the tour of Germany.

In addition to the general programme, there are also special courses lasting six to eight weeks dealing with such topics as "Science Journalism", "Newspaper Management" and "The Government Information Officer". **Conditions of admission** to the special courses are basically similar to those for the general courses, the only difference being

that applicants must have already had experience in the sectors concerned.

To date, the Institute has further trained over 1,000 journalists from Asia, Africa, Central and South America in more than 60 general and 20 special courses. The Institute has kept in touch with many participants on conclusion of their courses.

Since 1970, short further training courses, involving anything up to 50 journalists have been held in developing countries themselves. External seminars of this type have been carried out in such countries as Malaysia, Taiwan, Mexico, Nepal and Madagascar.

Address: Internationales Institut für Journalismus Berlin, Budapester Straße 41, D-1000 Berlin 30.

Deutsche-Welle-Ausbildungszentrum

This Cologne-based training centre (DWAZ) has been providing in-service and further training courses for radio staff from developing countries since 1965. So far, over 2,000 persons from 90 different countries have attended these courses. All participants come via the *Carl-Duisberg-Gesellschaft* as government scholarship holders to the training centre which is funded by the Federal Ministry of Economic Cooperation. The **selection** of participants is made by a commission which is made up of representatives of the Federal Ministry of Economic Cooperation, *Deutsche Welle*, the *Carl-Duisberg-Gesellschaft*, the *Zentralstelle für Arbeitsvermittlung*, the Press and Information Office of the Federal Government, the *Gesellschaft für Technische Zusammenarbeit* and the *Arbeitsgemeinschaft öffentlicher-rechtlicher Rundfunkanstalten (ARD)*. Before selection takes place, however, applications in this regard are made by government offices (usually the Information Ministry) in the developing countries who convey their in-service training wishes to the German Embassy concerned.

The DWAZ has departments for broadcasting journalism/programme production and broadcasting technology. The programme courses for journalists are, as a general rule, relatively short, specialized courses which do not last longer than three months. Place of training is Cologne. In addition, seminars and workshops take place in Africa and Asia, lasting anything up to four weeks. The DWAZ also advises other organizations promoting broadcasting and also runs training measures for them.

The training for journalists is broadly spanned

- News and topical programmes
- School broadcasts and educational programmes
- Radio-play production
- Training for instructors
- Management in broadcasting (programme and staff development)
- Farming programmes
- Sport and music programmes
- Listener research

The aim of the in-service training measures is to make broadcasts more attractive by taking the needs of the listeners into greater consideration. A further aim is to involve listeners to a greater extent in the programmes.

The technical courses last up to 14 months, although shorter courses are coming more to the fore in Cologne and on the spot.

The technical sector includes the following:

- Studio operations and studio measuring methods
- Transmission and transmission measuring methods
- VHF transmission engineering
- Pulse duration transmission engineering (MW, SW)
- Digital techniques in sound broadcasting
- Technological developments in the sound broadcasting area.

Refresher courses for former scholarship holders update special knowledge in broadcasting engineering, programme production and management.

Address: Deutsche-Welle-Ausbildungszentrum, Raderberggürtel 50, D-5000 Köln 51.

Ausbildungsstätte für ausländische Fernseh-Fachkräfte beim Sender Freies Berlin

This training centre has been working in close collaboration with the Federal Ministry of Economic Cooperation, Bonn, and the *Carl-Duisberg-Gesellschaft* since 1970. It provides practice-related training in television programme production and television engineering. The training programme consists of three-month courses in Berlin, one-

month courses abroad, and special courses. They are all concerned with the in-service training of experienced skilled staff.

The *Inlandskurse* (courses held in Germany) are designed to provide further specialization in particular areas of television programme production in a TV studio. The training programme takes the particular needs of the broadcasting stations largely into account. The *Auslandskurse* (courses held abroad) lasting one month, as a rule, are conducted by lecturers from the Television Training Centre, Berlin, at TV stations overseas. This type of course is also open to participants from other countries in the region. Two new focal points in the special courses are technical and product management, and collaboration with TV training centres.

The objective of all the centre's measures is the training and further training of skilled television staff who, in subsequent managerial positions, will be in a position to employ the mass medium of television in a development-related manner. Those successfully completing the course are awarded a certificate.

The costs for course members, their travel and stay, are borne by the Federal Government in Bonn. The *Carl-Duisberg-Gesellschaft* is responsible for their accommodation and pastoral care.

Persons employed at a television station can apply via their employers to take part in a course. Those interested should first approach the Federal Republic of Germany's embassy or consulate-general in their own country where they can obtain the necessary *Carl-Duisberg-Gesellschaft* forms to make their application. Selection of candidates is made by a commission.

Address: Television Training Centre Sender Freies Berlin, Masurenallee 8–14, D-1000 Berlin.

Activities by German foundations for foreign journalists abroad

The *Friedrich-Naumann-Stiftung* (foundation), Königswinterer Straße 2, D-5330 Königswinter 41, and the *Friedrich-Ebert-Stiftung*, Godesberger Allee 149, D-5300 Bonn 2, are concerned with the training and in-service training of journalists abroad. In collaboration with local institutions, they are active worldwide – from Egypt to Jordan, from Costa Rica to Uruguay. In the first case (basic training), the Foundation teach staff at local or regional broadcasting stations the rudiments of journalism, and, in the second case (in-service training), help to develop national agencies for news from local authorities and regions, or hold seminars which inform trained journalists and media experts about the role of the media in the development process of their countries.

Constantly surrounded by journalists: Norbert Blüm, Federal Minister of Labour and Social Affairs, at a "standing conference" in his ministry. Photo: WDR/Darchinger

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The legal and social status of journalists

Each year, the *Bundesverband Deutscher Zeitungsverleger* (National Association of German Newspaper Publishers), on the one side, and the *Deutsche Journalisten-Verband* (German Journalists Association), the trade union *Druck und Papier* (Printers Union) and the *Deutsche Angestelltengewerkschaft* (German Salaried Employees Trade Union), on the other, conclude a collective salary scale agreement. The rates of pay valid since 1 May 1992 are given in the table below.

As we can see from the table, the salaries of newspaper editors depend on the number of years in the profession, particular responsibilities in the editorial department and the size of circulation *(Auflage)*. The salaries of departmental heads on newspapers with a circulation of over 30,000 copies, chief sub-editors, chief editors and their deputies must be "appropriately remunerated in excess of the agreed salary scales in the highest group", the collective agreement states.

As in other branches, there are also differing scales of rates for journalists in western and eastern Germany. The table shows that, in eastern Germany, 70% of west German salaries had to be paid on 1 May 1992. The journalist trade unions came to an agreement with the publishers associations from Berlin and eastern Germany that the eastern salary scales should be adjusted to western rates step by step. Full adjustment will not be achieved until 1 October 1995.

Collective salary agreements are designed to guarantee minimum rates of pay. Much more is frequently earned, in reality. This applies especially to daily newspapers with a large circulation.

Similar to the daily press, there is also a salary agreement for magazines. Senior staff on popular magazines with a large circulation are among the best paid.

On average, the salaries paid by broadcasting stations under public law are higher that those earned by newspaper editors. There is a marked variation among private radio and TV companies, however. Whereas top staff enjoy an exceptionally large salary in most cases (over Dm 10,000 monthly), the salaries earned by editors are frequently no more than those of newspaper editors in the middle bracket.

Apart from collective salary agreements, there are also skeleton wage agreements regulating entitlements to supplementary payments and leave.

Retirement pension for journalists in the Federal Republic of Germany – an important indication of their social status – vary quite considerably. Apart from permanently employed radio journalists, whose multi-insurances come to somewhere between 75 and 100% of their final income, and thus more or less at civil servant level, the younger permanently employed editors on newspapers, magazines and at news agencies in the west German *Bundesländer* (states), are the best off. Like all other employees, from the first day of their employment, they are obliged to pay contributions to the *Bundesversicherungsanstalt für Angestellte/ BfA* (Federal Insurance Institute for Salaried Employees) and the *Versorgungswerk der Presse* (Press Pension Scheme). Their old age is well taken care of since, apart from the BfA pension, they will receive a second one from the *Versorgungswerk der Presse*. Many older journalists are not so well off. They joined the *BfA* at a late stage and initially, relied solely on the *Versorgungswerk der Presse*. The same applies to journalists in the new *Bundesländer*.

In contrast to their designation, most free-lance journalists are dependent on many things and, socially speaking, of relatively modest means. We are not talking here of teachers and students who supplement their regular income through payment-by-the line fees. Even free-lance journalists who have made a name for themselves, who are regarded as experts and have severed their ties with a broadcasting station or newspaper, tend to be the exception. In the case of these free-lancers, it is a matter of what normally is not the rule: the "supplier" dictates the price. The bulk of free-lance journalists, however, have to accept the fees determined by the orderer. Whereas, in the case of broadcasting stations, there are fixed rates of remuneration – Dm 40 to 100 per minute for sound broadcasting, for instance – there are only guidelines for daily newspapers. These are laid down in a collective agreement for journalists working on daily newspapers in an employee-like relationship. The agreement only applies to those who earn a minimum of Dm 750 for journalistic activity and, over the last six months, have earned on average a third of their income for their professional activity with a publishing firm. Following the collective agreement with newspapers, in force since 1 May 1992, journalists working under em-

ployee-like conditions, for instance, are entitled to Dm 1,40 for articles and 1,91 for commentaries per line in the case of newspapers with a circulation of over 100,000. Free-lance journalists, i.e. those not enjoying status, can only hope that publishing companies will adhere to these rates of remuneration.

In a further sense, the social status of journalists undoubtedly includes the prestige they enjoy in society. Surveys by the *Allensbach Institut für Demoskopie* have repeatedly shown that journalists are way down the prestige scale compared with doctors, engineers or clerics. Cecilia von Studnitz evaluated the descriptions of 183 journalists in 110 novels, novellae, radio and stage plays from the 17th century to the present day in her book *Kritik der Journalisten* (Criticism of Journalists), published by *Verlag* K.G. Saut, Munich, 1983. Von Studnitz discovered two types: the "idealistic fantast" and (from 1900), the "hard-headed pragmatist". Up to 1900, authors depicted journalists as noble, educated, idealistic, talented, incorruptible and progressive. Nowadays, unprincipled careerists are to be found in literature. They come to terms with the powerful of this world "in a corrupt and unscrupulous manner". In the eyes of many an author they are described as ambitious, bent on success and utterly ruthless towards the world around them. Their only thought is "self-realization". These novelistic clichés bear little resemblance to reality. There are, nowadays, journalists who enjoy great prestige far in excess of their profession. Many commentators, because of their high level of intellect, are held in high regard by politicians as advisers. Others have the reputation of being incorruptible, stylistic and convincing analysists of the social system in the Federal Republic of Germany.

Journalists also enjoy certain privileges in the Federal Republic of Germany. Full-time editors, for instance, can claim 15% of their gross salary (maximum Dm 250 monthly) for professional expenses (without having to produce detailed substantiation) when filling out their income-tax return. Members of the *Bundespressekonferenz* can claim up to as much as 35%. A press card, moreover, provides journalists with free entry to many events. Unlike other countries, however, this profession may not use public transport free of charge. Journalists also have the right to refuse to give evidence *(Zeugnisverweigerungsrecht)* which allows them to withhold the names of informants in court. On the strength of the *Landespressegesetze* (press laws), they also have the right to obtain information from public authorities.

Salary scales on daily newspapers
(as on 1 May 1992)[1)]

		West/DM	East/DM
I.	**Volontäre/Volontärinnen (Trainees)**		
a)	First year of training		
	before 22nd birthday	2,246	1,572
	after 22nd birthday	2,490	1,744
b)	Second year of training	2,884	2,019
II.	**Editors in 1st to 6th year of employment**		
a)	1st and 2nd years		
	up to 30,000 circulation	4,219	2,953
	over 30,000 circulation	4,236	2,965
b)	3rd and 4th years		
	up to 30,000 circulation	4,893	3,425
	over 30,000 circulation	4,913	3,439
c)	5th and 6th years		
	up to 30,000 circulation	5,342	3,739
	over 30,000 circulation	5,363	3,754
III.	**Editors from 7th year of employment**		
a)	7th to 10th year		
	up to 30,000 circulation	5,873	4,111
	over 30,000 circulation	5,897	4,128
b)	11th to 14th year		
	up to 30,000 circulation	6,214	4,350
	over 30,000 circulation	6,239	4,367
c)	15th to 19th year		
	up to 30,000 circulation	6,556	4,589
	over 30,000 circulation	6,582	4,607
d)	20th to 25th year		
	up to 30,000 circulation	6,698	4,689
	over 30,000 circulation	6,725	4,708
e)	After 25 full years		
	up to 30,000 circulation	6,837	4,786
	over 30,000 circulation	6,864	4,805
IV.	**Sole editors**		
a)	from 3rd year of employment		
	up to 30,000 circulation	5,290	3,703
	over 30,000 circulation	5,311	3,718
b)	from 5th year		
	up to 30,000 circulation	6,380	4,466
	over 30,000 circulation	6,406	4,484
c)	from 10th year		
	up to 30,000 circulation	6,868	4,808
	over 30,000 circulation	6,896	4,827
d)	from 15th year		
	up to 30,000 circulation	7,194	5,036
	over 30,000 circulation	7,223	5,056
V.	**Editors in special posts**		
a)	up to 30,000 circulation	6,954	4,868
	over 30,000 circulation	6,982	4,887
aa)	from 15th year		
	up to 30,000 circulation	7,492	5,244
	over 30,000 circulation	7,522	5,265
bb)	up to 30,000 circulation	7,280	5,096
	over 30,000 circulation	7,309	5,116
bbl	from 15th year		
	up to 30,000 circulation	7,841	5,489
	over 30,000 circulation	7,873	5,511

1) Source: journalist, 7/92
2) Editors entitled to give instructions to other editors

Labour market situation

As the table opposite shows, there is a marked positive trend on the employment market for journalists at the present time. Since the figures refer to the whole of Germany, they do not show up the serious differences between the eastern and western parts. If the data are broken down, it becomes clear that the labour market in eastern Germany, for instance, is described as "bad" by 53% of those asked (compared with 4% in west Germany). It must be assumed that the labour market for journalists in Germany will continue to remain split in the future, too.

Forecasts on future developments are by no means easy, however. What does seem highly probable is that journalists of the future will be expected to have multi-media knowledge and skills. This means that newspaper publishers in the Federal Republic of Germany, who have now also become promoters of radio and TV transmissions, will expect their journalists to be able to operate on a multi-media basis. In the foreseeable future, the easiest thing for beginners in this profession will be to find a job in the local news department of smaller newspapers, remote from medium-size and large cities.

There also seems to be a need for journalists with specialized knowledge on professional journals *(Fachzeitschriften)*. It is becoming exceedingly difficult to get a job with broadcasting stations under public law. Poorly-paid positions with private radio and TV stations, on the other hand, are much more easily come by. Journalists are being increasingly sought after as press officers by firms, political parties and public authorities.

Findings of a survey by the Deutsche Journalisten-Verband of the employment situation of journalists on daily newspapers

	1991 %	1987 %	1985 %	1983 %	1974 %
How do you assess the current employment situation for journalists?					
very good	8	—	—	—	—
good	43	48	23	13	3
normal	32	48	23	47	14
bad	14	4	52	34	73
very bad	—	—	3	3	11
no answer	3	—	3	3	—
Are you currently planning to change the number of editors?					
increase	20	15	36	16	3
no change	69	85	65	78	73
leave vacancies unfilled	2	—	—	3	14
reduce	4	—	—	—	10
no answer	5	—	—	3	—
Are you currently planning to change the number of Volontäre (trainees)?					
increase	10	11	21	19	—
no change	65	67	68	63	65
reduce	20	19	10	13	35
no answer	5	4	3	6	—
Do you intend to take on all your present Volontäre (trainees) as editors if they so wish?					
Yes	31	15	26	28	30
No	62	78	71	69	62
no answer	7	7	3	3	8

Source: *journalist*, 1/92

The journalist's image – opinion-maker or enlightener?

The question was asked in the first chapter of this issue whether journalism is a dream profession. In the first instance, many would-be journalists who finally become so would say yes because they have been give practical training, a *Volontariat*, or permanent free-lance status. Later, in the daily round, many a hope turns out to be an illusion. This results, of course, from the possibly unexpected time pressure under which journalists have to work. And it undoubtedly results from the actual work performed and the remuneration, something which cannot be seen separately from the professional image of the journalist., i.e. from the role he intends to assume in society. In general terms, the journalist's job is to make information and opinions accessible to as many persons in society as possible so that they can participate in the formation of political opinion and intent in a liberal democracy. After all, ideally, the functioning of a democratic system is based on its citizens being well-informed.

There seems little point in arguing about whether journalists who work for crossword-puzzle and sex magazines, layout specialists or press photographers, as script-writers for music programmes on the radio or announcers on television are equal to such lofty demands – in the broadest sense, this also contributes to the formation of opinion and intent by the very fact that it distracts persons from directly concerning themselves with political issues in the narrower sense.

It has been proved that journalists not only regard themselves as purveyors of information: they also regard themselves as enlighteners. In a study published 10 years ago entitled *Legitimationsprobleme des Journalisten. Geselischaftliche Rolle*

der Massenmedien und berufliche Einstellung von Journalisten (The Journalist's Legitimation Problems. The Social Role of the Mass Media and the Journalist's Attitude) (*Verlag* Karl Alber, Freiburg/Munich 1982), publicistics expert Wolfgang Donsbach stated on the strength of questions and their evaluation in international studies on this subject: "The professional image (of the journalist) comes very much closer to a participating, political role than a neutral one. For journalists, criticism and monitoring, political ambitions and the right to take up the cause of others are a more important or just as important a professional duty as providing information. Thus, the professional norms of German journalists display different priorities than British journalists who give distinct preference to the furnishing of information rather than trying to convince people of their own views or exerting influence on facts."

These findings, however, need to be qualified somewhat. On the one hand, generalization is not possible because only a small number of those working for broadcasting stations, daily newspapers, local news journalists and weeklies were questioned, i.e. not all journalists in the Federal Republic of Germany. Thus, this image does not apply to free-lance journalists, for example. Neither does it apply to the umpteen thousands in the press offices of associations and institutions. The same goes for journalists working for news agencies. On the other hand, no clear dividing line can be drawn between the functions of providing information and forming opinion. The transition is fluid and variously interpreted by those asked. Even so, it is an undeniable fact that, in certain areas of activity, a number of journalists represent media which contribute to formation of opinion. They undoubtedly include those who write for the news magazine *Der Spiegel* or the staff of political TV magazines. If they describe their professional role in the sense just mentioned, they are always able to forward a convincing argument: in view of the flood of news provided by the media several publications, radio and TV transmissions give priority to the deliberate dissemination of opinions. What is of great importance in this context, of course, is that readers, listeners and viewers recognize and evaluate this as such. What is even more important – and this is something which is the case in the Federal Republic of Germany – is that differing opinions find their way onto the opinion market. This enables citizens to form their own opinion from the diversity of opinions as well as from the diversity of information.

The broadcasting corporations under public law are committed to balance. In order to prevent one-sidedness in favour of this or that party, the political parties themselves position the lever via supervisory bodies in respect of executive appointments in broadcasting stations. Since *Intendanten* (directors-general) and *Direktoren* (directors of departments) are elected by radio and television councils – in which the political parties are represented together with other relevant social groups such as the Churches, the trade unions and employers associations – party membership is frequently by no means insignificant in the case of applications for top positions. If one views the *Intendanten* and the *Direktoren* of public broadcasting stations from this angle, it is conspicuous that, in most cases, an *Intendant* with CDU sympathies has a programme *Direktor* alongside him with SPD leanings, or vice-versa.

This, however, does not mean that the major political parties completely dominate broadcasting in Germany. It must be emphatically pointed out at this point that there are *Intendanten* and *Direktoren* who, despite the support given for their appointment, do not allow themselves to told what they should and should not do by a particular political camp. Once elected, many executives in broadcasting houses have shown themselves to be completely independent of political-party groupings.

The professional ethos of journalists

It was emphasized in the introduction that there are many ways of entering the journalistic profession. It is a job with an open end allowing persons to style themselves "journalist" without ever having passed an examination. Since this is the case, there cannot be binding professional-ethical standards for all journalists who would automatically suffer sanctions if they did not observe them. Even so, the press organizations have agreed to a Press Code *(Pressekodex)* setting out specific rules of behaviour. This Press Code forms the basis of the work of the *Deutsche Presserat* (German Press Council), a self-controlling organ consisting of ten journalists and publishers. The Press Council is an institution set up on a voluntary basis. It has no means of imposing sanctions but can publicly reprimand newspapers and magazines should they violate the code. The majority of pub-

lishers have undertaken to publish criticism voiced by the self-controlling body. Since, however, the Press Council cannot, will not and may not force anyone to do so, it would be quite wrong to regard it as a censorship authority. On the contrary, its aim is to ensure that professional-ethical standards are taken for granted – below the legal level – for every journalist and publisher.

GERMAN PRESS COUNCIL:

Publicistics principles (Press Code)

The freedom of the press guaranteed in the Basic Law (Constitution) of the Federal Republic of Germany includes the independence and freedom of information, expression of opinion and criticism. Publishers, editors and journalists, in pursuit of their profession, must be constantly aware of their responsibility towards the general public and towards the prestige of the press. They must fulfil their publicistic commitments to the best of their ability and belief, uninfluenced by personal interests and extraneous motives.

These publicistic principles are designed to preserve professional ethics. They in no way represent legal liability.

1. *Respect for the truth and accurate informing of the general public are the overriding principles of the press.*

2. *The publication of specific news in word and picture must be carefully checked in respect of accuracy in the light of existing circumstances. Its sense must not be distorted or falsified through editing, title or picture captions. Documents must be reproduced accurately. Unconfirmed reports, rumours or assumptions must be quoted as such. When reproducing symbolic photographs, it must be made clear in the caption that they are not documentary pictures.*

3. *Published news or assertions, which subsequently turn out to be erroneous, must be promptly corrected in an appropriate manner by the publication concerned.*

4. *Dishonest methods must not be employed to acquire news, information or pictures.*

5. *On principle, confidentiality agreed upon at background briefings or informative meetings shall be adhered to.*

6. *All those employed by the press will observe professional secrecy, will make full use of the right to refuse to give evidence and will not disclose the identity of informants without the latters' consent.*

7. *The responsibility of the press towards the general public requires that editorial publications are not influenced by the private and business interests of third parties. Publishers and editors must reject any attempts of this nature and make a clear distinction between editorial texts and publications for commercial reasons. Commercial photographs must be clearly recognizable as such.*

8. *The press will respect the private life and intimate sphere of persons. If, however, the private behaviour of a person touches upon public interests, this can be mentioned in the press. Care must be taken that the personal rights of uninvolved persons are not violated.*

9. *It is contrary to journalistic decorum to publish unfounded accusations, partic-*

ularly those likely to injure personal dignity.

10. *Publications in word and picture which could seriously offend the moral or religious feelings of a group of persons, in form or content, are irreconcilable with the responsibility of the press.*

11. *The over-sensational portrayal of violence and brutality should be avoided. The protection of young persons is to be given due consideration in reports.*

12. *There must be no discrimination against persons on racial, ethnic, religious, social or national grounds, or because of their her sex.*

13. *Reports on cases which are still under investigation or sub judice must be devoid of prejudice. For this reason, before and during legal proceedings, all comment both in portrayal or headline must avoid being one-sided or prejudicial. An accused person must not be described as guilty before final judgement has been pronounced. In the case of offences committed by young persons, consideration for the future of such persons must be given by avoiding, wherever possible, names and identifying photographs, provided that it is not a serious crime. Without justifiable reason, court decisions should not be reported on until they have been officially pronounced.*

14. *Reports on medical subjects should not be inappropriately sensational in character since they could awaken unfounded fears or hopes on the part of readers. Research findings which are still at an early stage should not be portrayed as if they were conclusive or almost conclusive.*

15. *The acceptance or granting of privileges of any type which could possibly influence the freedom of decision on the part of publishers and editors are irreconcilable with the prestige, independence and responsibilities of the press. Anyone accepting bribes for the dissemination or suppression of news is acting in a dishonourable and unprofessional manner.*

16. *It is considered fair reporting if a public reprimand by the German Press Council is published, particularly by the publications concerned.*

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